



## Givaudan opens new flavour centre in Shanghai

Geneva, Switzerland / Shanghai, China – 22 November 2006 – Today Givaudan opened its new flavour centre in Shanghai. The facility is one of the most modern and complete creation, technology and production centres in the flavour industry globally. It is entirely dedicated to the Chinese market and its rising demand for leading flavour creations.

With its new flavour centre, Givaudan can offer the full range of services to its local and multinational clients, operating in China, comprising flavour science, creation, application, sensory, consumer insight, marketing, key account management and state-of-the-art manufacturing. The centre also houses a flavourist school, where local talent is educated and trained based on Givaudan's world renowned flavourist training programme.

The new centre is located in the Jin Qiao industrial park on a site of nearly 50'000 m2. The new production unit triples the former capacity of the Zhang Jiang site. The Zhang Jiang site is being transformed into a fragrance-only site, allowing Givaudan's fragrance operations in China to double its production capacity.

The total investment for the new centre in Shanghai is CHF 42 million. Around 180 employees will work in this new flavour centre.

Since more than a decade, Givaudan runs state-of-the-art fragrances and flavours operations in China. With this new centre the leading position of Givaudan in China is further strengthened. By the end of 2006, Givaudan's Chinese operations will be run by 350 employees, entirely dedicated to this fast growing market.

With a global turnover of CHF 2.8 billion, Givaudan ([www.givaudan.com](http://www.givaudan.com)) is the leading company in the flavours and fragrance industry with a vision to be the Essential Source of Sensory Innovation for customers, driven by a mutual passion for excellence. Through unique sensory expertise and consumer insight, Givaudan provides customers with the taste and smell profiles that are key to their products' success. Givaudan serves global, regional and local customers around the world.

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